



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Examining Attorney: Jennifer McGarry Martin Law Office 102  
 Applicant: Berthold Types Limited  
 Serial No.: 75/363,194  
 Filed: September 25, 1997  
 Mark: **BLOCK BERTHOLD**

U.S. Patent & TMO/TM Mail Rpt. Dt. #57



11-29-2001

**Attorney's Reference: BTLTD 0004 31349-130940**

Hon. Assistant Commissioner For Trademarks  
 2900 Crystal Drive  
 Arlington, Virginia 22202-3513

Sir:

**REQUEST FOR RECONSIDERATION**

Please add the following statements to this application:

"Applicant is the owner of U.S. Trademark Registration No. 2,511,784 issued November 27, 2001 for the mark BLOCK on the Principal Register."

"Applicant believes that the term BLOCK as used in the mark shown in this application has become distinctive, as applied to applicant's goods, by reason of Applicant's ownership of U.S. Trademark Registration No. 2,511,784 issued November 27, 2001 for the mark BLOCK on the Principal Register for the same goods as are covered in this application, and by reason of applicant's substantially exclusive and continuous thereof as a mark, in commerce in the United States, by applicant and applicant's predecessor in interest, for at least the 18 years preceding the date of filing of this Declaration."

The "18 years use" portion of the claim of distinctiveness is supported by the Declaration of applicant's President, Harvey Hunt, dated March 15, 2000, and filed on March 16, 2000.

Applicant's ownership of U.S. Trademark Registration No. 2,511,784 issued November 27, 2001 for the mark BLOCK on the Principal Register is additional evidence that this mark has acquired distinctiveness under Section 2(f) of the Trademark Act.

In view of the foregoing, it is respectfully requested that the disclaimer requirement be withdrawn, that the claim of distinctiveness be accepted, and that this mark be forwarded for publication in the *Official Gazette*.

Respectfully submitted,



November 29, 2001

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